



FIRST THINGS FIRST

Ready for School. Set for Life.

05-16-2013 CCHS Attachment 4

AGENDA ITEM: Sponsorships

BACKGROUND: Within the Communication budget the Regional Council has allocated \$21,000 dollars for Community Awareness. The purpose of this budget is to set aside small funding allocations for educational reinforcement materials, scholastic books, event participation and event sponsorships. The Cochise Budget for SFY2014 is yet to be approved by the CEO.

RECOMMENDATION: The Regional Director recommends approval of the requested sponsorship in the amount of \$1,600 for the Sierra Vista Back To School Fair in July 2013.



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May 15, 2013

Melissa Avant, MPA
Regional Director
Cochise Regional Partnership Council

Ms. Avant,

Thank you for previously supporting the Sierra Vista community Back To School Fair (BTSF), I would like to request the support of the Council and "First Things First" as a primary media sponsor again for this year's 2013 event to be held Saturday, July 13 from 10 a.m. – 1 p.m. at the Mall at Sierra Vista.

The Media Sponsorship is \$1,600 and covers the cost of event radio advertising through Cherry Creek Radio (CCR) leading up to the event as well as a "Live Remote Broadcast" that is on-going during the event. First Things First (FTF) support would be recognized in the radio advertisements and a representative would also have opportunity to share your message and invite families down to the event via the live remote. FTF would also be recognized on event flyers and potentially other promotional opportunities as well.

2013 will mark the 17th year for the Back To School Fair. It serves as a community resource fair for "Learners of All Ages" for education opportunities, family services and community outreach programs. Since its inception, the BTSF has grown from a small specialty event into a full-blown community happening. Last year's event attracted an estimated crowd of 5,000 people! Families participating fit largely into the FTF demographic with children 0-5 years, their siblings, and extend families in attendance. With your support, we can make sure this extensive community out-reach continues.

Staff from First Things First have attended and experienced first-hand the extensive community-wide exposure the BTSF brings and how well it serves the community. I look forward to working with you again in a sponsorship role to make this year's event the most successful ever!

Sincerely,

Ken James, CPRP
Recreation Supervisor
2013 BTSF Event Coordinator
City of Sierra Vista Recreation Supervisor



Leisure & Library Services

Department of Leisure & Library Services
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